MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

LWD1037 – WORKPLACE DISCOURSE

(All sections)

24 OCTOBER 2017
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** pages.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet provided.

SECTION A: STRUCTURED QUESTIONS [25 MARKS]
Instruction: Answer all questions.

Question 1
Write short notes on the following:
(a) Workplace discourse (5 marks)
(b) Professional discourse (5 marks)
(c) Corporate discourse (5 marks)

Question2
(a) List six interactive humour activities in social and workplace settings: (3 marks)
(b) Explain the types and styles of humour in the workplace:
i. supportive versus contestive (3½ marks)
ii. collaborative versus competitive (3½ marks)

SECTION B: ANALYSIS QUESTIONS [25 MARKS]
Instruction: Answer all questions.

Question 1
Consider the following excerpt from a conversation among Anna (secretary), Jamal (florist owner) and Julie (shop assistant).

1	Anna:	hi Julie (.) good afternoon, jamal
2	Jamal:	[oh hello anna (.) how are you
3	Julie:	[hi…
4	Anna:	i'm very well...i um ah i just wan…i wondered if i could um have a
5		cutting from one of your plants (.) you know…for the meeting room
6	Jamal:	oh you're most welcome m'dear (.) which one - you just have to say and
7		you can have any you like cause y'know i'd be very happy
8	Anna:	oh thank you that's really great um this you know the the those the bush
9		over there the fuchsia (.) i love those (.) only i can't=
10	Jamal:	=but that's very easy i'll set it in for you → take `bout an hour - and now
11		any time you wan' anything you just have to say - anything at all↓
12	Julie:	yeah↑ anna…it will be ready for you
13	Anna:	a:::h thank you jamal (.) julie (.) that's really kind - and um i shall come
14		over um `bout an hour's time then, shall i?
15	Jamal:	[yes, you do that
16	Julie:	[uh huh
17	Anna:	well uh see you again soon↓ jamal
18	Jamal:	yeah be seein' you

Continued...

(a) In the conversation above, how many turns does each participant have? (3 marks)
(b) Define the following terms citing an example of each in the conversation above.
   i. adjacency pair (2 marks)
   ii. repair (2 marks)
   iii. preferred response (2 marks)
   iv. feedback (2 marks)
   v. discourse marker (2 marks)
   vi. closing (2 marks)

Question 2
Consider the following excerpt from a sales promotion letter.

Dear Mr. Wood,

Reports from all over the world confirm what we have always known - that the RELIANCE solid tyre is the fulfilment of every car owner's dream.

You will naturally be well aware of the weaknesses of the ordinary air-filled tyre -punctures, outer covers which split under sudden stress, and a tendency to skid on wet road surfaces, to mention only a few of motorists' main complaints. Our RELIANCE tyre enables you to offer your customers a tyre which is beyond criticism in those vital qualities of road-holding and reliability.

We could tell you a lot more about RELIANCE tyres but would prefer you to read the enclosed copies of reports from racing car drivers, test drivers, motor dealers and manufacturers. These reports really speak for themselves.

To encourage you to hold a stock of the new solid RELIANCE, we are pleased to offer you a special discount of 3% on any order received by 31 July.

Yours sincerely,
John Hart

(a) Define genre. (3 marks)
(b) Explain the text above in terms of its communicative purpose(s) and generic structure. (7 marks)

End of Paper